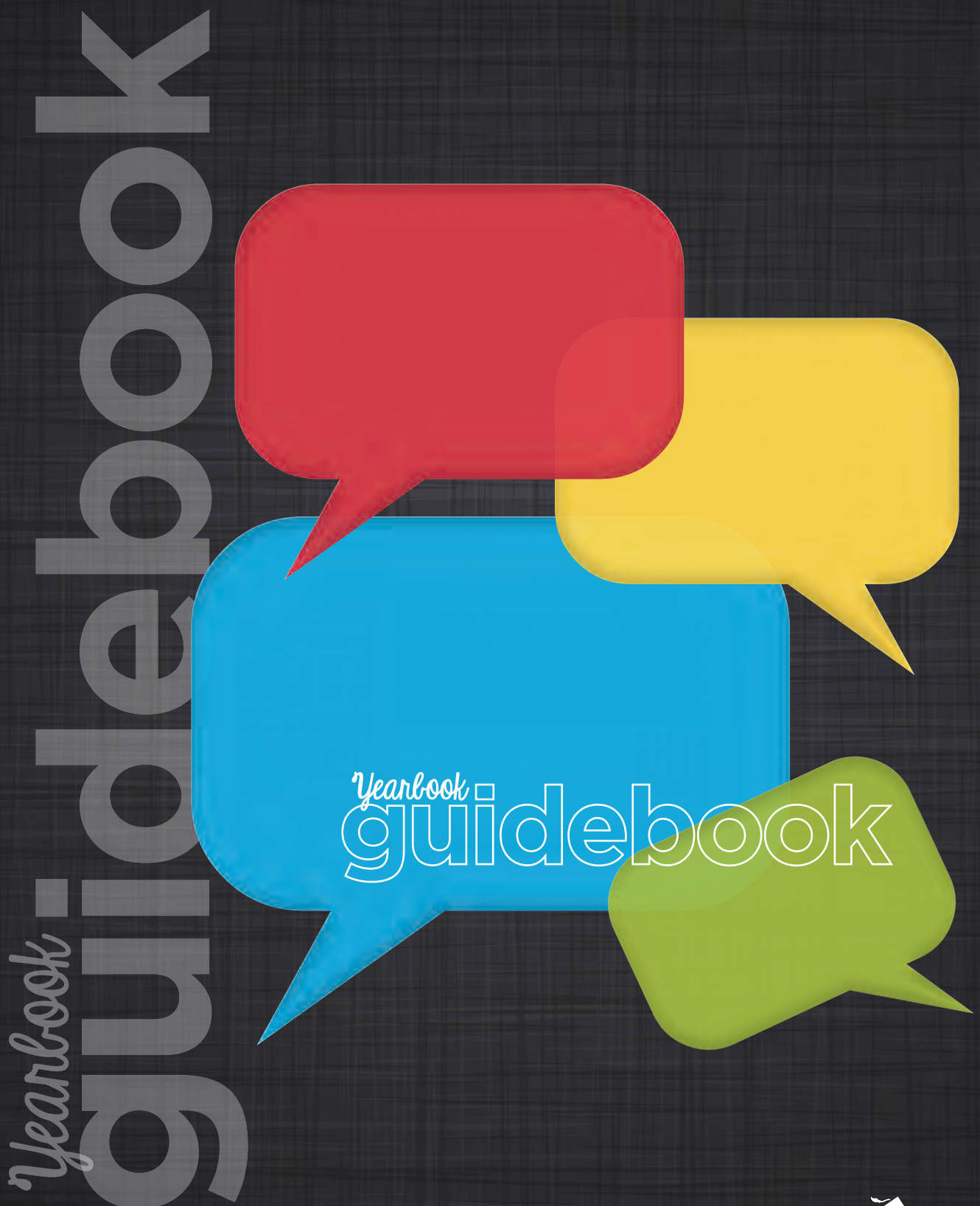


picaboo
YEARBOOKS

GETTING STARTED 4

YOUR YEARBOOK TOOLBOX 14

STICKERS, LAYOUTS & COVERS OH! MY! 24

NOW WHAT? 30

picaboo
YEARBOOKS

Start here

SO, YOU'RE IN CHARGE OF THE YEARBOOK.
Whether you're a newbie or a seasoned yearbook adviser, PYB is here for you every step of the way.
Keep this guide within arm's reach and your Yearbook Support Specialist (YSS) on speed dial!

1 BUILD YOUR TEAM

Trust us, you don't want to do this alone. Here are a some suggestions for putting together a winning team:

- Take a minute to talk to your principal about his or her expectations. This will open the door to ask for future favors.
- Ask parents to contribute photos, proofread text and prepare goodies for any after-school staff work time.
- Seek out students with a variety of strengths: tech savvy, photography or writing skills and good ol' elbow grease.

2 SAY HELLO

Your Yearbook Support Specialist (YSS) will be checking on you throughout the year. Our YSS team has a combined experience of 67 years (seriously, we counted!) And is available by phone to answer all of your questions, provide technical support and offer ideas and suggestions on a range of topics. From staff motivation to yearbook design, your YSS is here to help.

3 REQUEST A MASTER LIST AND EVENT CALENDAR

Ask your school's office to provide you with a copy of the master list of students, faculty and staff, as well as an activity calendar.

The master list will help you spell names correctly. Send a copy of the list to each teacher with a note asking to make any edits (Does John go by Jack? Is Alexandria really Alexa?).

The calendar will alert you to activities that may need to be photographed. Having this list will allow you to make photo assignments ahead of time instead of rushing around the day of. (We know, we've been there.)

4 COMPLETE A ROUGH LADDER DIAGRAM

A ladder diagram is a page-by-page topical outline of what goes where in the yearbook. It is used by the adviser and staff to stay organized and is a great place to note who has been assigned to complete each page.

The ladder will help you determine how many pages you'll use and will come in handy once you start the Section Manager in our web app.

Remember, because we print yearbook pages in increments of two, your book must end on an even number. **A PDF is available for download at picabooyearbooks.com/downloads.**

Finesse Your Finances

5

Your decision to use Picaboo Yearbooks will provide you many benefits, but the greatest may be to your budget. Our **no minimum order** policy allows you to have a low per book price without committing to more copies than you can sell.

Once you've completed your ladder diagram, you can safely estimate the number of pages you'll need. Use our online pricing calculator to determine the cost per book. To determine your yearbook sale price, consider the following:

DOWNLOAD OUR MONEY MATTERS HANDOUT AT PICABOOYEARBOOKS.COM/DOWNLOADSS

- Will you use our online storefront to sell your yearbooks? In school? Both?
- Remember, bulk orders of 50 or more receive free shipping. If you are unsure if you will sell 50, add an additional $1-$2 per book to cover possible shipping costs.
- You can round up the price per book and receive a profit check at the conclusion of the school year.
- If you are in a state or province that charges sales tax, take that into consideration when pricing your books both online and off.

6 CREATE SECTIONS

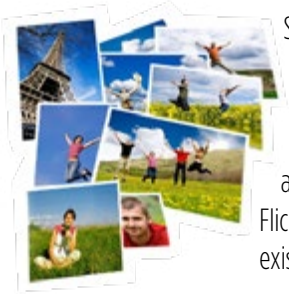
Using our **Section Manager**, create sections for your book. Sections can consist of a single page or multiple pages. Typical sections in a yearbook are: Opening, Student Life, Sports, Portraits, Clubs and more. Keep in mind that you will upload photos by section, so plan accordingly.

Create sections by clicking the blue **NEW SECTION** button at the top right of the app. You can rearrange pages and sections in the Bird's Eye View. **View our Section Manager video as well as other helpful tutorials at picabooyearbooks.com/tutorials.**

7 UPLOAD PHOTOS

There are two easy ways to upload photos to your project.

After you've created sections in the **Section Manager**, click the section ribbon to enter into Edit Mode. Click on the blue **Add Photos** button at the bottom left of the page.



Select photos you'd like to import from your computer (including any external devices attached to it), Facebook, Flickr or by linking to existing web content.

Another way to access, move, rename and share photos with contributors is by clicking the **Images** tab at the top of your page. You can also use this area to request photos from anyone by email.

Once a photo has been placed onto a page, you can edit, lighten, shrink, enlarge, rotate or add border artwork to it.

8 DESIGN YOUR COVER AND PAGES

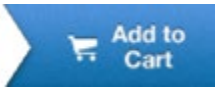
Create your layout designs from scratch or use one of our many customizable templates—or both! From sophisticated to fun, we have a variety of designs to complement your yearbook.

Check out our gallery of pre-designed yearbook cover artwork options on page 24.

Use backgrounds, stickers and photo corners to add flourish to your pages. Visit the Knowledge Base, view our online Tutorials or ask your YSS about your specific design questions.

Learn more about page specs on page 10.

10 PLACE YOUR ORDER



If you haven't already locked your sections, you will be required to do so before continuing the ordering process. Once you are ready to place your order, click on the **shopping cart** at the top right of your screen. Enter the quantities of hardcover, softcover and eYearbooks you'd like to purchase. Choose your shipping option. If you have offered online storefront ordering or student personalization, please see page 7 for more detailed ordering information. If you need to be invoiced, see page 11.

9 PROOFREAD

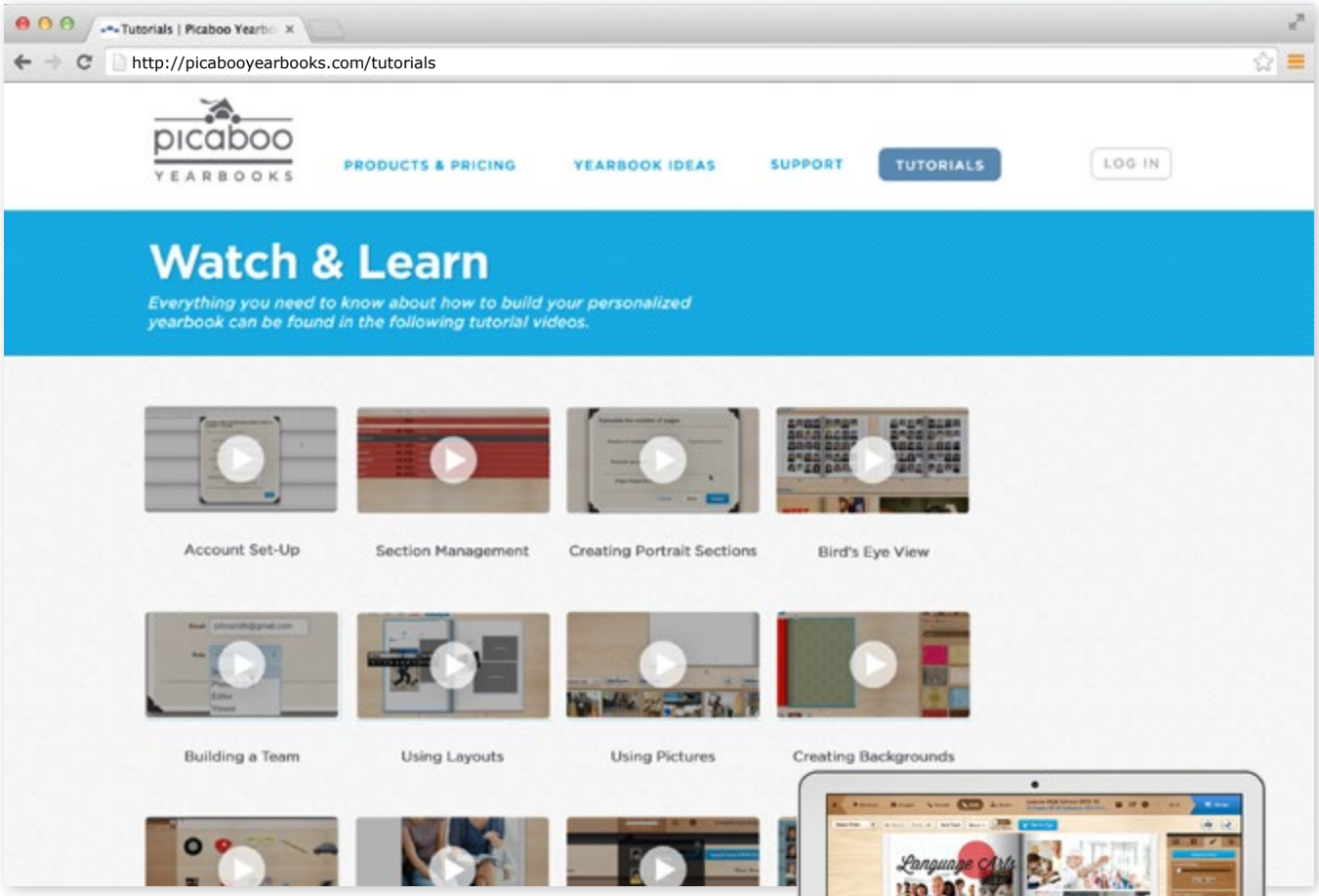
You've probably looked at the yearbook hundreds (maybe thousands!) of times, but there are bound to be errors that you just won't catch. Here are a few tips to prevent "Uh oh!" moments on distribution day:

- ☐ **Give your eyes a rest.** Set the yearbook aside for a few hours after you've finished and then proofread it with fresh eyes.
- ☐ **Ask for help.** Invite someone else to proofread everything. A new set of eyes may immediately spot errors that you've overlooked. **Let your YSS know when your cover is finished so her or she can double-check resolution and safety zones for you.**
- ☐ **Look for one type of problem at a time.** Scan the page a first time for misspelled names, second for punctuation, third for grammatical errors, etc. Breaking up your editing into categories will help prevent your brain from slipping into auto-pilot.
- ☐ **Review a hard copy.** Proofreading your work on paper is much easier than doing so on the computer screen.
- ☐ **Use spellcheck.** The spellchecker can be a tremendous help, but remember that it's not 100% goof proof.
- ☐ **Watch for the low resolution symbol.** Photos marked with this symbol will print poorly and should be made smaller (until the symbol disappears) or be replaced by a higher quality photo.

- ☐ **Let it go.** We know you've put your blood, sweat and tears into this year's yearbook, but remember to allow three weeks for production and shipping and another week to organize for distribution.

Okay, are you ready? **Time to place your order!**

Tutorials



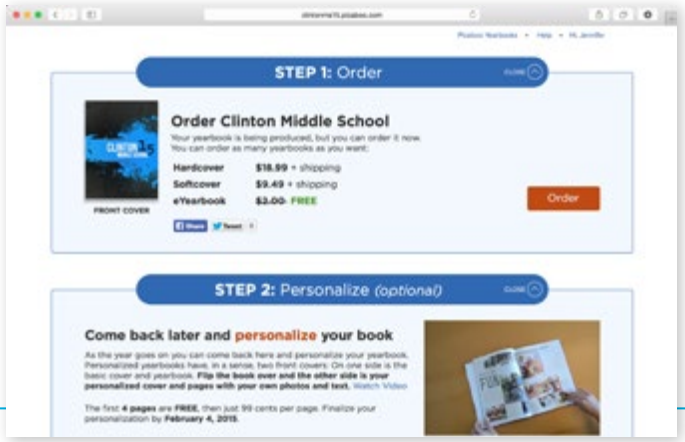
Find yourself stuck on how to do something? Check out our extensive library of quick and concise how-to videos at picabooyearbooks.com/tutorials.

You can also find quick answers to your questions on our fully searchable Knowledge Base at picabooyearbooks.com/KB

The Knowledge Base contains many helpful articles on topics such as:

- Minimum computer requirements
- Connection troubleshooting
- Managing team members
- Importing and moving pages
- Uploading photos
- Image editing
- Managing portrait section data
- An outline of our shipping options
- Using QR Codes
- Invoices and Purchase Orders
- PYB's Privacy Policy and Terms
- And much, much more!

The Knowledge Base is also available to parents and students who need help personalizing their order. Direct them to picabooyearbooks.com/KB for answers to many of their frequently asked questions or have them call dedicated Parent/Customer Support toll free at (855) 537-0050.

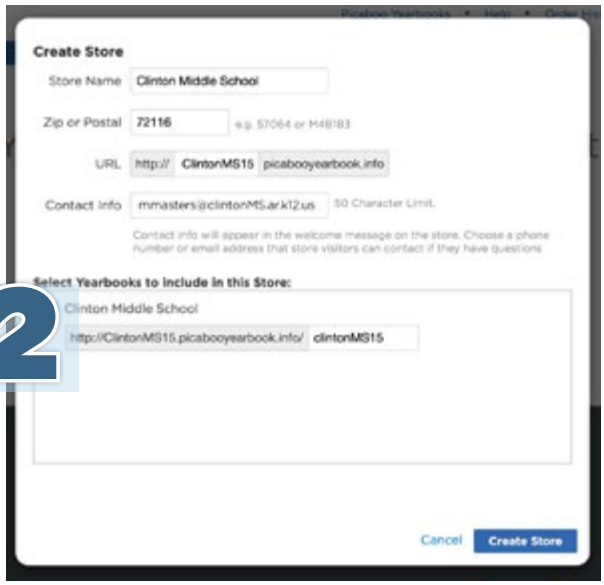


Setting up the storefront

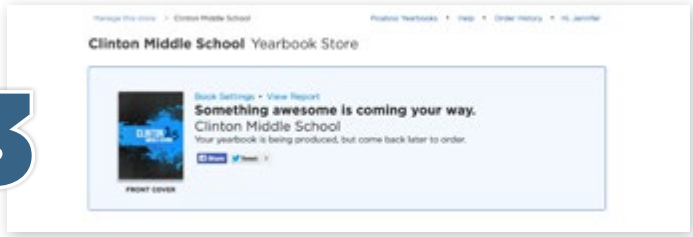
The Storefront is where students and parents will be able to purchase their yearbooks. After you have completed the storefront set-up, you will have a custom URL to direct customers to.

1

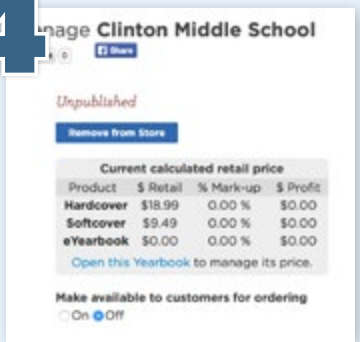
To get started, click the **Home** button of the yearbook application, and then click **Create Store** in the upper right corner of the bookshelf. A pop-up screen will appear. Enter the name for the store, the zip code for your school or organization and a unique URL to refer buyers to. **Note:** Each URL must be different from any others that have already been created.



2 You can then choose which book/books you wish to make available in that particular Store. Once your selections have been made, click on **Create Store.**

3 

Next, you'll see exactly what customers will see when they access your your school's customized Picaboo Yearbook storefront website: the name of the storefront, the name of the book(s), a place to contribute photos and a "coming soon" message (as the book has not yet been made available for purchase).

4 
nage Clinton Middle School
Unpublished
Remove from Store
Current calculated retail price
Product $ Retail % Mark-up $ Profit
Hardcover $18.99 0.00 % $0.00
Softcover $9.49 0.00 % $0.00
eYearbook $0.00 0.00 % $0.00
Open this Yearbook to manage its price.
Make available to customers for ordering
On Off

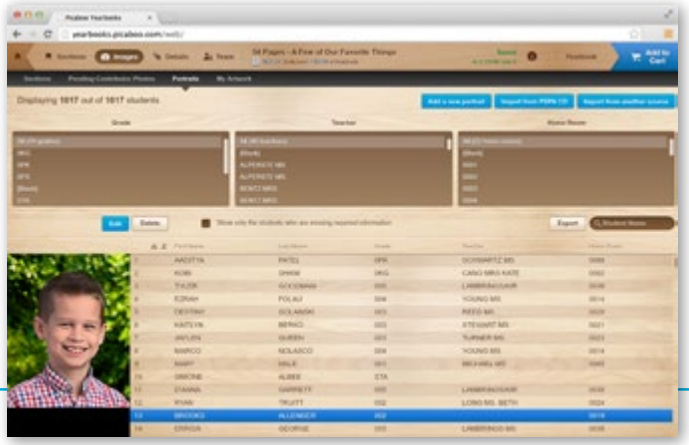
You'll see from the **Book Settings** page where you can make the book available for ordering, turn the Personalization option on or off, choose matte or gloss lamination for your cover and customize the ordering fields that will be seen by your yearbook customers.

5 To adjust the price of your yearbook, click on **Open this Yearbook.** The app will prompt you to log in again and you will be directed to the Pricing Calculator.

Specify if you'd like to offer hardcover, softcover, an eYearbook — or all three. Once the pricing is set to your satisfaction, click **Done**.

6 Once you have set your price (taking into account any possible page additions), you can set your store to accept Pre-Orders and begin promoting your yearbook sale. Once your pages are complete and locked, you can change the store status to **Immediate Order** to allow students and parents to order their copies on-demand and have it shipped to their homes. **Visit picabooyearbooks.com/downloads to access the Money Matters handout for ideas on how to promote your yearbook sale.**

Tutorials



PSPA disc portrait flow

You can import student and staff portraits by using the PSPA disc provided by your school photographer. Our web app extracts the data from the disc and presents it in an easy to use interface.

Be sure you have downloaded the most recent version of Adobe Flash. Mac users should not use Chrome for this step as it does not support Java.

1 Click on the **Images** tab at the top left of the web app and then click on the **Portraits** option.

*Depending on your computer's security settings, you may be asked to allow Java to access the portrait directory. If so, click **OK**. If you encounter any problems with this step, contact your YSS.*

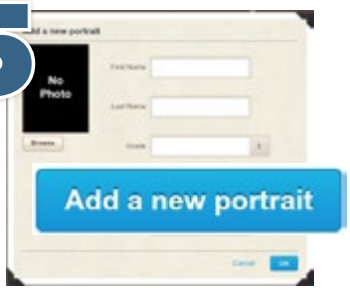
2 Select the source of your PSPA disc. Once you reach the folder that contains the file index.txt, click **OK**.

3 The portraits and data will appear on the screen. It may take a few minutes for the portrait photos to upload. Once the portraits have been imported successfully, you will see a confirmation message. Click **OK** to continue.

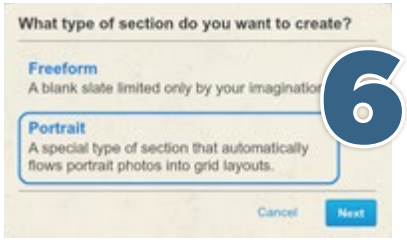
4 Use the **Export** button inside the **Images** tab to create a PDF proof of the PSPA data. Use it to carefully check the imported data for the following:

- Duplicate or missing portraits.
- Each portrait has a first name and a last name and the proper grade.
- Names and portraits match.
- Make sure each grade is accounted for and there are no miscellaneous categories.
- Check names that begin with Mc (such as McDonald) and hyphenated names to make sure they are capitalized correctly.
- All data will be as it was entered by your school portrait photographer. To edit, double-click on the desired entry. A pop-up window will appear and you may edit within that window. **Note:** changing any information in the drop-down menus will alter the imported data. *Proceed with caution.*

5



You can add missing portraits on an individual basis. Click on the **Add a New Portrait** button to manually create a student portrait record. A pop-up window will appear. Click the **Browse** button to navigate to the location of the student portrait and enter the information. Click **OK** to create the record. **Note**: If you upload a non-portrait photo, it may be sized differently in the final layout. Crop it to the same general shape (portrait) to ensure the best results.


What type of section do you want to create?
Freeform
A blank slate limited only by your imagination
Portrait
A special type of section that automatically flows portrait photos into grid layouts.
Cancel
Next

6

CREATING YOUR PORTRAIT SECTION

Back in the main interface, click on the **New Section** button. A window will appear, where you can select either Freeform or Portrait. Select **Portrait** and click on **Next** to continue.

When prompted, name the new Portrait Section. The next window will prompt you to enter the number of students and choose the number of portraits you want on each page. As you change the number of portraits per page, the page requirement number adjusts accordingly. Click on **Finish** to create the new portrait section.

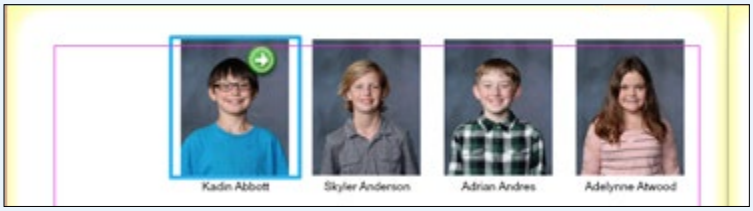
If you have more portraits than will fit in your designated portrait section, you will see a warning in the **Sections** workspace (see left). To add additional pages within a portrait section, follow the instructions for adding pages in the **Bird's Eye View** on page 11.

Adding photos & headlines to your portrait pages

Add flare to your portrait pages with these tips & tricks.

Once you have imported your photos from your PSPA disc, it's time to decide what else you want to include on your page. Choose from more than 100 pre-designed options in the **Layouts** tab. You may need to change layouts to accommodate the additional elements. Click on the text boxes to change the font, color or text justification of your portrait names.

MOVING PORTRAITS



To make room at the top of the page for a headline or a photo, you'll need to remove some of the portrait boxes. Click on the green arrow to delete the box and advance the portrait to the next available photo box. Once the row is removed, you may add a headline, candid photos, stickers, banners or more.

ADDING GRAPHICS & PHOTOS

Add images from other sections by choosing the section from the dropdown menu in the bottom left corner. Then drag and drop images onto the page.

You may also upload photos and clipart into the **Images** > **My Artwork** > **Stickers** tab and clicking the blue **Add Stickers** button.

ADDING A BLOCK OF COLOR

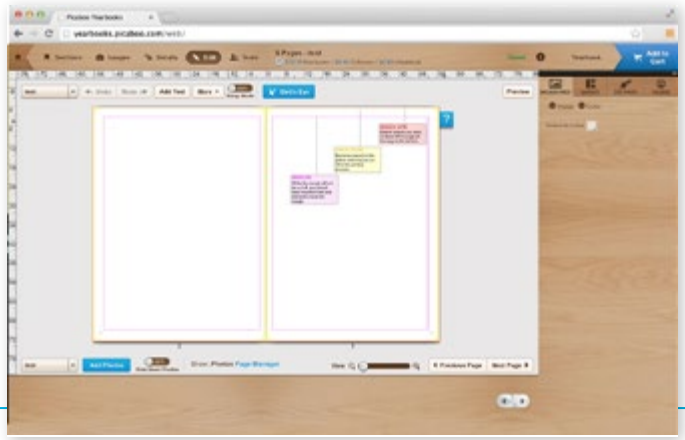
To add blocks of color or a banner to your heading, go to the **Backgrounds** tab and add the desired design by clicking the **i** icon (see above) and then selecting the **Add to Media Tray** button. Once an image or background is in your media tray, you may drag and drop it onto your layout.

ADDING A LARGER TEACHER PHOTO

Similar to making room for a headline, remove enough portrait boxes to create room to accomodate a larger photo box.

First make sure that it is not saved with the class portraits. Add it to another media tray (or keep in with faculty & staff). Select the appropriate media tray then drag and drop the teacher portrait onto the page, in the empty area.

Tutorials



Cover & page specifications

In order to receive the highest quality yearbook possible, take a moment to review these FAQs regarding safety zones, recommended resolution and file formats.

What kind of photo file formats can I upload to the PYB app? There are two file types you can import into Picaboo: .JPG and .PNG files.

JPG files are one of the most universal image file types saved. PNG files can be saved with a transparent background. This makes PNG files ideal when uploading Stickers to your project.

Is there a limit to the amount of photos I can upload?

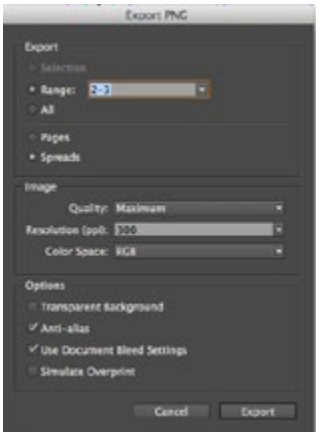
There is a size limit of 1.5 GB that you can import for each session you are logged into your project. This is a necessary step to accommodate a variety of computer and network systems.

Once the images are uploaded (which may take a while depending on the size of each photo), completely exit the project by clicking the **Home button** in the upper left corner of the app. Re-open your project to start a new session. Once it opens again, you can import another 1.5 GB worth of photos and repeat as necessary.

Pro Tip: **Don't upload every photo just because you can.** Sort through them first and save time by only uploading the best ones.

Can I create my yearbook pages in Photoshop or InDesign? Yes! You can create your pages in any program that will allow you to export your pages to high resolution images.

Templates for Adobe InDesign and Photoshop are available for download at picabooyearbooks.com/downloads. Be sure to download the correct template size for both the pages and the cover.



Export pages as PNG files at 300 dpi (see graphic to the left for exact settings).

Import the exported images into the appropriate section of your project. Once they are imported, simply place them as the backgrounds of their respective pages within the application. If they were created with the correct pixel sizes listed above, they should fit perfectly.

Wrap Zones, Crop Zones, Bleed Lines and Margins: What's the difference?

What is the yellow line? This area is called the **Crop Zone**. Similar to the **Bleed Line**, it shows what will *likely* be trimmed during the manufacturing process. Words and objects should stay clear of this area.

What is the purple line? The purple line signifies the external page margin. To maintain a clean look and ensure all items placed on the page are well within the "live" area, we recommend staying inside this line.

What is the red line? The red **Bleed Line** represents the outside of the page area that *will* be trimmed off during the manufacturing process. Words and objects must stay clear of this area unless they are intended to be trimmed as part of a specific design element.

What is the dotted line inside my hardcover layout? The gray outline on the hard cover layout is the wrap zone. This represents the area that will be wrapped around the inside cover of the yearbook. Very little of this area will be visible (once the endsheet has been applied), so we highly recommend keeping text and important elements inside this area.

Adding, moving & deleting pages

The Bird's Eye view allows you to see all yearbook sections at a glance and add, remove and move pages within a section. It is accessible by clicking the **Bird's Eye View** button.

Move a page or a spread while in Bird's Eye view:

- To move a single page, click on the page to select it (a blue border will appear around the selected page), then drag-and-drop the page to the desired position.
- To move an entire spread, click on the dark gray bar underneath, then drag-and-drop to the desired position.
- Click **Save Changes** when finished.

Remove a page or a spread while in Bird's Eye view:

- Hover your mouse over the page you wish to delete.
- Click on the ⊖ button to remove that page.
- Click **Save Changes** when finished.

Add a page or a spread while in Bird's Eye view:

- Hover your mouse over an existing page.
- Click on the single page button to add one page or on the double-page button to add a spread.
- The new page(s) will be inserted in front of the page selected.
- Click **Save Changes** when finished.

Import pages from another project in your account:

- Hover your mouse over an existing page within the section you want to import pages into, then click **Import Pages.**
- Choose that project from the drop-down menu at the top of the layout selector. Select the page (or range of pages) you want to import, then click the blue **Import** button.
- Click **Save Changes** when finished.

Click **Exit Bird's Eye View** at any time to return to the main interface.

Importing pages from a sample yearbook

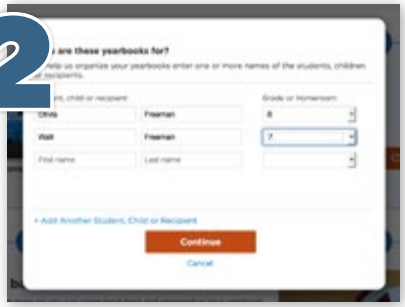
See a layout you like from a sample book? Ask your YSS how to import those page layouts into your project. PYB has a number of ready made layouts available for you to pop your content into.

Tutorials

Creating & editing personalized pages

PYB offers four free personalized pages for every student. If you choose to take advantage of this offer, a printable and emailable tutorial handout is available at picabooyearbooks.com/downloads.

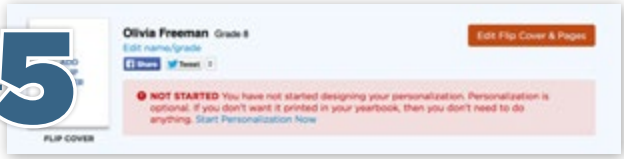
1 Go to your school's customized Picaboo Yearbook website. Click on the red **ORDER** button and follow the on-screen instructions. If you haven't ordered a yearbook from Picaboo Yearbooks before, you will be prompted to set up an account with your email address and a password. If you have previously ordered from PYB, log in with your existing credentials.



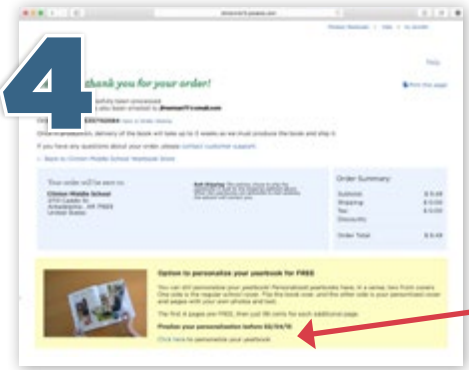
2 Enter the name and grade of each yearbook recipient. When you are finished adding recipients, click the red **CONTINUE** button.

Your personalization includes a customized back cover. If you choose to skip this option, a plain white cover will be used instead.

3 Select the product and quantity you would like to order for each yearbook recipient. Click the teal **CHECKOUT** button and complete the ordering process.



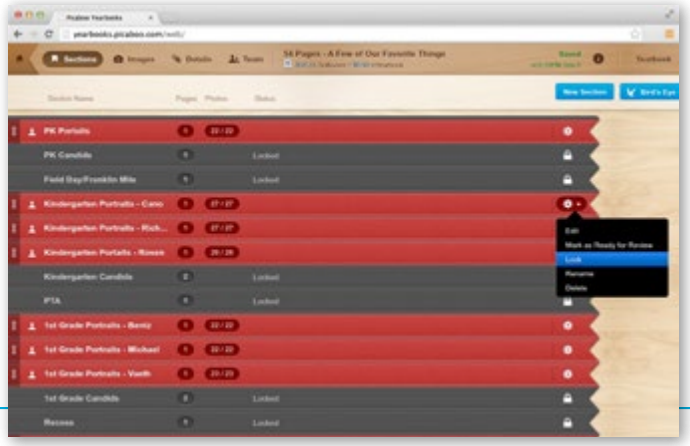
5 You may return to the school's custom yearbook order website to personalize your free pages until the school's designated deadline. You may also access the link from your confirmation email. Click the red **EDIT FLIP COVER & PAGES** button to proceed to the **Personalization Editor**.



4 Once your order is complete, you will receive a confirmation email which **we highly recommend you save.** You can start personalizing now by clicking **Click Here** or you can come back later.

6 At this point, you can upload photos, change backgrounds, layouts, and borders, and add text and stickers. **Access a quick video tutorial at picabooyearbooks.com/tutorials to learn more.**

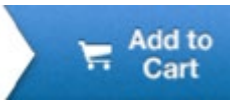
To save your work so you can close the program and come back anytime to personalize your pages, click **SAVE & EXIT** in the top left corner. Once you have finished your personalized pages and are ready to submit them, click the blue **FINALIZE YOUR BOOK** button at the top right of the page.



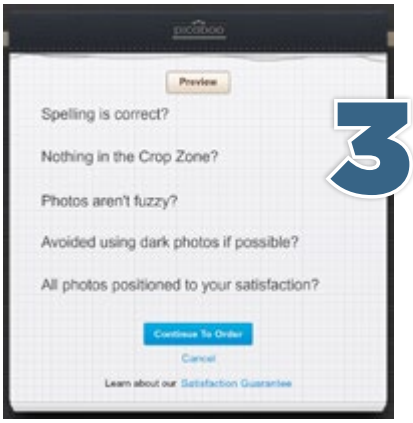
Finalizing your yearbook

So, you've finished your yearbook. Congratulations! You're almost ready to take a deep sigh of relief. Just make sure you take care of these final few housekeeping details.

1 Once you have completed and proofed your pages, you can set your pages to Ready for Review or Lock. After your editing team has had a chance to review everything, all sections should be locked.

2 

When you are ready to place your initial order, click on the **blue order button** on the top right of the window.



3 A pop-up will ask you to preview the yearbook and verify the spelling, crop zones, photo resolution, dark photos, and photo placement. Once you are satisfied, click on the **Continue to Order** button. Click **Cancel** to go back and make additional changes to the yearbook.

4 After your project has uploaded to our servers, the **Select Products & Options** screen will appear along with the specs you chose at the beginning, including the cover, lamination and other options selected in the **Details** tab.

Click **Add to Cart** to continue. If this is the first order, you will be prompted to enter a shipping address. Next, you'll select the shipping method by using the drop-down menu. If you have paid in advance via invoice, you will need to enter the provided code. Click on **Go to Checkout** to continue.

5 The final step in the order sequence is the **Billing & Summary** page. Select the payment method and verify that the shipping address and products are correct. If all information is correct, click on the **Place Order Now** button to finalize the order and obtain an order number. **If you are not directed to a confirmation screen, your order has not been placed.**

6 If you sold yearbooks via your online Storefront, you will likely have pre-orders waiting to be released and processed.

Log into your Storefront, click **Manage** and you will be taken to the screen with all your Storefront settings. There will be a yellow box with the number of Pre-Orders in waiting. Click the **Order** button to release the books. They will be shipped via the method you chose in the store.

Paying by Invoice

Need to be invoiced for your yearbook? **Please review the invoice process carefully and submit your Invoicing Request Form at least two weeks prior to the order date.**

1. Collect money for any in-school yearbook sales and track who has paid.
2. Fill out the **Invoicing Request Form** [link provided at picabooyearbooks.com/downloads].
3. Picaboo will generate an invoice within two business days.
4. Mail payment for 100% of the invoice.
5. Once the check is received, Picaboo will send you a payment code for the value of the invoice.
6. Use the code to pay for books online upon check-out.

Tools

ACCOUNT MANAGER Your Picaboo Yearbooks sales representative.

BIRD'S EYE VIEW In the PYB App, this blue button allows you to see all **Sections** of the yearbook at a glance and easily add, remove and move pages within a section.

BLEED LINE A red line that represents the outside of the page area that will be trimmed off during the manufacturing process. Words and objects should stay clear of this area unless they are intended to be trimmed as part of a specific design element.

BLEED PHOTO A photo that intentionally crosses the **Bleed Line** and extends off the page or across the gutter.

BOOK SIZE The size of your book (in inches) after it has been trimmed. PYB offers 8½x11 and 9x12. Once you select your size and begin designing pages, it cannot be changed.

BULK SHIPPING Refers to yearbooks that are shipped to one address. Bulk shipping is free for orders of 50 yearbooks or more. See also, **Immediate Order.**

CANDIDS Non-posed photos. Subjects are generally looking away from the camera.

CAPTION The who, what, where, when, how, and why of a photo. The first sentence is in the present tense and describes the action. Secondary sentences, in past tense, provide supporting information. Also called a cutline.

CROP ZONE Similar to the **Bleed Line**, it is the yellow area on the outside of the page to show what will likely be trimmed during the manufacturing process. Words and objects should stay clear of this area as they will be trimmed off during the production process.

COLOPHON An inscription in the back of the yearbook which states printing specifications such as price, number of copies printed, colors used, type, cover design, workshops staff attended, photography studios and awards won by the previous year's book

COLUMN DESIGN Dividing the double page spread into a number of equal divisions, such as four, five, six, etc. Pictures, headlines, copy, and captions are then designed to fit within the designated column design.

COPY Text on the page — specifically the story. A story may also be referred to as body copy.

COVERAGE Refers to the topics featured on individual pages or spreads and how those topics are highlighted.

CROPPING Portions of a photo that are removed to improve its composition and make it proportional to layout space.

DIVIDER/DIVISION PAGE A spread used to separate each of the sections of the yearbook. It is usually theme-related in design and the copy ties the main theme to the upcoming section.

DOMINANT PHOTO The largest photo on the page. It is traditionally two to three times larger than any other element on the page.

DPI Abbreviation for dots per inch which is a printing term for **Image Resolution**. The higher the DPI, the higher the resolution of the image. For viewing images on a computer screen, you only need 72 DPI. For offset printing, the image must be set to 300 DPI at the desired print size. Digital printing will allow for quality printing of images from 180 to 360 DPI at the desired print size. Also referred to as PPI (pixels per inch) when referring to computer monitor resolution.

ENDSHEET A heavy paper that secures the pages of the yearbook to the hard cover. Soft cover books do not have endsheets.

EXTERNAL MARGIN The white space around the outside of the spread which is typically the same on every spread.

eYEARBOOK A digital yearbook that is compatible with PC, Mac and tablets such as the iPad and Kindle. PYB currently offers this option for free, but the adviser can choose to set a price for this option in the storefront set-up.

EYELINE An imaginary horizontal line which runs across two facing pages (should fall near the center) that guides the reader's eye.

FILE FORMAT The way an image is saved to a digital camera's memory. JPG, TIFF and RAW are the most common file formats. The PYB App will accept JPG and PNG.

FOLIO The page numbers, traditionally placed at the bottom left and right of the spread. The folio sometimes includes the topic of a spread and a theme-related font or graphic.

GLOSSY FINISH A shiny lamination used on the cover

GRAPHIC ELEMENTS Refers to colors, white space, rule lines, shapes and special type treatments.

GUTTER The center of the spread, highlighted in yellow, where the two pages meet. Words and important elements should stay clear of this area

HARD COVER A glossy or matte laminated cover stretched over acid-free binder's board.

HEADBAND A band sewed or glued to the head or tail of the back of a hard cover book, or to both, often to protect and strengthen the binding but sometimes for decoration.

HEADLINE A line of type used to pull the reader into the story. It introduces the topic and serves as the main visual point of interest on the spread.

IMAGE RESOLUTION The amount of technical detail an image holds. In printing, it is measured by dots per inch (see **DPI**). Higher resolution means more image detail. Less resolution means less detail and will lead to fuzzy or pixelated images. In the PYB app, "low res" images result in a warning symbol (orange triangle) and should not be ignored. The image should either be made smaller on the page or replaced by a "hi res" photo of 300 DPI or more.

IMMEDIATE ORDER Once the initial bulk order has been placed, the adviser has the option to change the **Storefront** to allow students and parents to order additional copies of the yearbook. These orders will be fulfilled immediately and mailed to the individual; shipping charges will apply.

INFOGRAPHIC Facts, statistics and survey results presented in graphic form such as charts and graphs

GLOSSARY

INTERNAL MARGIN The spacing (traditionally a **Pica**) between each element on a spread.

LADDER DIAGRAM A page by page topical outline of what goes where in the yearbook. It is used by the adviser and staff to stay organized and is a great place to note who has been assigned to complete each page.

LAYOUT The design of a spread, placement of photos, etc. In the PYB App, the Layout Button is used to select a pre-designed template.

MATTE FINISH A non-shiny lamination on the cover

MEDIA TRAY The horizontal tray at the bottom of the PYB App. It displays either imported photos or the pages of the section you are working on. It also allows you to delete photos and re-arrange individual and two-page spreads.

OPENING Two to four pages after the title page that traditionally introduce the theme.

PAGE COUNT The total number of pages in a yearbook. PYB currently offers even numbered page counts between 20 and 400 pages.

PAGE MARGIN A purple line in the PYB App that signifies the start of the external margin.

PERFECT-BOUND A thermally-activated technology that binds the cover and pages together at the spine with a strong flexible glue. Paperback novels, larger magazines and all PYB **Soft Cover** yearbooks are bound this way.

PERSONALIZATION If your school or organization has opted to use PYB's unique personalization program, students or parents can personalize the last four pages and back cover of their book for free. Additional pages are 99¢. The personalized section will appear upside down on the back of the book until you flip and view it as if it were a new book.

PICA The unit of measurement used in publication design. It is equal to 12 points or 1/6 of an inch.

PNG The abbreviation for Portable Network Graphics (pronounced "ping"). It is the most used lossless image compression format on the Internet and allows for photos or graphics with a transparent background. In the PYB App, **Stickers** without backgrounds are PNG files.

PORTRAIT FLOW The process in which PYB automatically extracts the data and portraits from the PSPA Disc and flows the photos and student names onto the designated pages of the yearbook.

PORTRAIT PAGES Refers to pages devoted to individual photos of students grouped alphabetically by grade level. Sometimes referred to as mugs or panel pages.

PRE-ORDER Advisers can begin selling the yearbook in their designated **Storefront** while it is still in production. This helps the school plan ahead and know approximately how many books will be sold

PSPA DISC A disc of portrait photos provided to the school by the school portrait photographer. The Professional School Photographers Association (PSPA) has established Digital Data & Image Format Guidelines for use by school photographers to make the portrait disc data format the same for every school and make it compatible with most yearbook company software.

SAN SERIF Type without finishing strokes at the ends of letters. Translates to "without feet."

SECTION A traditional yearbook is typically broken up into six sections: student life, academics, people, clubs and organizations, sports, and ads. In the PYB App, **Sections** are used to upload and organize photos; therefore adding additional sections may be helpful

SECTION MANAGER The area in PYB App that allows the user to create yearbook sections.

SERIF Type with finishing strokes at the ends of letters. Translates to "with feet.

SIDEBAR A topic that is featured on the spread but stands out due a the change in background color and font. Also referred to as secondary coverage.

SOFT COVER A glossy or matte laminated 1.5 mm cover printed on a highly durable 10 pt. cover stock

SPINE Area of the yearbook connecting the front and back covers. It traditionally includes the name of the school, year, volume number, etc.

SPREAD Two facing pages in the yearbook. Also referred to as a double page spread or DPS.

STICKERS Embellishments you can add to decorate a page. Also known as clip art.

STOREFRONT A website dedicated to selling your specific school's yearbook.

SUB-HEADLINE A secondary headline which accompanies the main headline and provides specific, detailed information. It is generally two to three times smaller than the headline.

TEMPLATE A master page that maintains consistency within a design or section.

THEME A verbal statement and a visual look which tie all parts of the yearbook together and tell the story of the year.

TITLE PAGE Page one of the yearbook. Typically includes the name of the book, school address, phone number, web address, year, volume number, school population, etc.

TOOL LINES Lines which are used for emphasis, such as around pictures or to separate captions from the story text.

TRAPPED WHITE SPACE An area of white space separating two or more photographs or copy blocks and giving the appearance of disunity to the layout page.

WHITE SPACE Empty area of a spread that is not covered by pictures/type.

WRAP ZONE The gray outline on the hard cover layout which represents the area that will be wrapped around the inside covers of the yearbook cover.

YEARBOOK SUPPORT SPECIALIST A YSS is your assigned in-house company representative who is available by phone or email for technical and production assistance.

Tools

PHOTOGRAPHY TIPS
PYB EDUCATIONAL SERIES

1 ACTION! Get in the middle of the activity and start shooting. If nothing is happening in your dominant photo, how will it grab your reader's attention? (Answer: It won't.)

PHOTO BY ALEXANDRA MIDDLETON

2 GET PERSONAL A zoom lens is handy to have, but don't expect to take great shots from the bleachers. If you can't see the look on someone's face, it's probably not a great shot.

PHOTO BY MARCUS REYES

3 FRAME IT Framing is a technique where by you draw attention to one element of an image by framing it with another element of the image.

PHOTO BY WHITNEY LEONARD, LSS

4 LAUGH OR CRY Nothing makes a photo better than capturing raw emotion. From extreme joy to bitter pain, let your camera tell the real story.

PHOTO BY JASON CLEVY

Pro Tip: Great yearbook photos are rarely taken at eye level. Stand on a chair, crouch on the floor or find an unexpected perspective to capture a unique shot.

THINGS TO AVOID IN YBK PHOTOGRAPHY

- Avoid posed photos. Yes, sometimes they are a necessary evil, but don't actively seek them.
- Don't skimp when it comes to buying extra memory cards. You can't recreate the winning touchdown, so make sure you have plenty of space to capture it.
- Don't rely on post-production. You can't make up for bad shooting with the magic of Photoshop.

picaboo YEARBOOKS Visit picabooyearbooks.com for more yearbook tips and resources.

LEARN YOUR EQUIPMENT

You don't have to have a super expensive camera to take great photographs, but you do need to learn to use the equipment you have. Read the user manual (if you can't find it, most are online these days) and learn what all the settings mean. Keeping your camera safely set on auto probably isn't going to necessarily capture the best shot.

There are a ton of online resources for learning more about digital photography. Take time to study websites like digitalcameraworld.com to educate yourself on lighting, composition and other technical aspects of digital photography. Step up your photo game with some post-production in Adobe Photoshop or Lightroom. Visit helpx.adobe.com for great lessons and video tutorials.

RULE OF THIRDS

The "Rule of Thirds" one of the first things that budding digital photographers learn about in photography class as it is the basis for well balanced and interesting shots.

The idea is that an off-center composition is more pleasing to the eye and looks more natural than one where the subject is placed right in the middle of the frame. It also encourages you to make creative use of negative space, the empty areas around your subject.

Top photo: *The horizon and main subject in this photo have been positioned near lines or intersections for maximum impact.* ***Bottom photo:*** *The main subject has been placed at one of the intersections, and also along one a vertical line. The empty space at the bottom left provides balance and prevents the picture from feeling overcrowded.*

PHOTO BY SUSANNE CHEA

PHOTO BY SUSANNE CHEA

LADDER PLANNING
PYB EDUCATIONAL SERIES

A ladder diagram is a page by page topical outline of what goes where in the yearbook. It is used by the advisor and staff to stay organized and is a great place to note who has been assigned to complete each page. Deciding what to include on each page my seem daunting, but many schools follow an easy formula. Gather your class rosters, list of events and clubs, a blank ladder diagram and dig in.

SUGGESTED PAGE ALLOCATIONS

Portraits	25% - 30%
Sports	15% - 20%
Organizations	15% - 20%
Student Life	20% - 25%
Academics	15% - 20%
Advertising	As needed

EXTRAS

Total # of sports teams: _____
(Don't forget junior varsity teams)

Total # of organizations: _____
(Don't forget honor societies)

Total # of performing groups: _____
(ie., band, choir, theatre troupes, etc.)

Total # of events: _____
(ie., dances, fundraisers, spirit week, etc.)

TOTAL EXTRA PAGES NEEDED: _____

BY THE NUMBERS

Using a pencil, fill out the following information. Plus around with and tally the numbers. Compare to last year's yearbook or a comparable sample to make sure you don't leave anything out. Don't forget to use the pricing calculator at picabooyearbooks.com/price to keep an eye on your yearbook cost.

STUDENT PORTRAIT PAGES

Most high schools, junior high schools and middle schools sort their portrait pages by grade. **If using this method, what is your total student enrollment?** _____

Depending on the size of your individual portraits, divide your total student enrollment by the desired portraits per page (recommended: 16, 20, 24, 30 or 36): _____

1A. TOTAL STUDENT PAGES NEEDED: _____

ELEMENTARY SCHOOL PORTRAITS

Many elementary schools sort their portrait pages by homeroom teacher. **If using this method, what is the total number of classes to be included?** _____

Do you plan to include the homeroom teacher's photo? A group photo or candid photographs? If so, use the average classes size to decide if one or two pages are needed for each homeroom class.

1B. TOTAL STUDENT PAGES NEEDED: _____

FACULTY PORTRAIT PAGES

Most schools list all faculty/staff members together on their own pages (unless individual homeroom teachers are listed with their classes). **How many faculty/staff will be listed?** _____ (Don't forget to include cafeteria personnel, security guards, librarians, secretaries, counselors, etc.)

Depending on the size of your individual portraits, divide your total faculty/staff by the desired portraits per page (recommended: 16, 20, 24, 30 or 36): _____

2. TOTAL FACULTY/STAFF PAGES NEEDED: _____

Don't worry, we're almost done! **Total 1A and/or 1B + 2 + _____. This is your minimum number of required portrait pages.**

Now that you have an idea of how many pages you'll need for each section, use your "Ladder Template (3 ring)" to map which page goes where and refer to assignment 5-A. You can complete a digital or a hard copy to keep track of your entire spread.

There are several subjects and topics you might want to include in your yearbook beyond the traditional sections shown above. Ask your YCS for the **Yearbook Coverage handout of our PYB Ed Series** for ideas and tips on expanding your yearbook coverage.

The good news is...
Because of Picaboo Yearbooks' unique digital printing methods, you are not tied to adding pages in increments of 4, 8 or 16. The only requirement is that your book ends on an even number of pages.

WRITING: CAPTIONS
PYB EDUCATIONAL SERIES

1 BRAINSTORM
Make a list of words and phrases that come to mind when looking at the photograph.

2 THE FACTS
List the **Who, What, When & Where** and use them to write an action sentence in present tense.

3 SUPPLEMENT
Research the **Why & How** and use them to write a supporting sentence in past tense.

☆ **WHO** Identify everyone in photos of five or less.

☆ **WHY** Reveal facts not obvious from the photo.

☆ **WHERE** Be specific. "At school" is not specific.

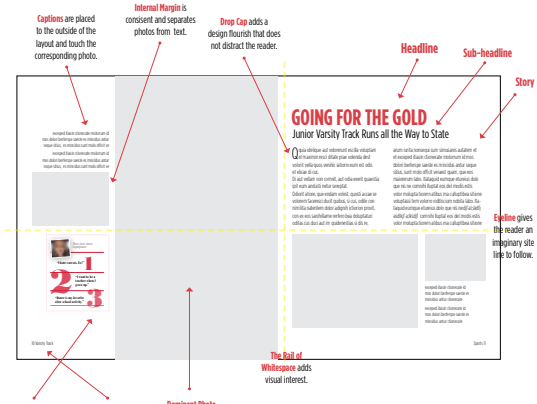
Select the best idea as your lead-in:

Use the facts above to write a summary caption:

- ❑ Is the first sentence written in present tense?
- ❑ Are the second & third sentences in past tense?
- ❑ Does the caption explain the action taking place in the photograph?
- ❑ Do the captions indicate when and where the action takes place?
- ❑ Do the captions avoid editorializing?
- ❑ The following words are avoided: many, several, a lot, some, a few, successful, dedicated, hopefully

Our PYB Ed Series is designed to provide classroom teachers the tools to teach beginning students the basics of yearbook production. Visit picabooyearbooks.com/downloadss for these and other helpful resources.

YEARBOOK DESIGN
PYB EDUCATIONAL SERIES


Captions are placed to the outside of the layout and touch the corresponding photo.
Internal Margin is consisent and separates photos from text.
Drop Cap adds a design flourish that does not distract the reader.
Headline
Sub-headline
Story
GOING FOR THE GOLD
Junior Varsity Track Runs all the Way to State
Eyeline gives the reader an imaginary site line to follow.
The Rail of Whitespace adds visual interest.
Sidebar provides secondary coverage in a graphic package.
Folio Indicates the page number and content.
Dominant Photo is two to three times larger than other elements.

YEARBOOK DESIGN CHECK LIST

- ❑ Do you have photos, captions, copy and a headline?
- ❑ Do all elements begin and end on a grid or column?
- ❑ Have you established an eyeline?
- ❑ Do you have a dominant element?
- ❑ Have you varied the sizes and shapes of elements?
- ❑ Do captions touch the pictures they identify?
- ❑ Is the headline a natural lead-in to the copy?
- ❑ Have you established consistent margins?

picaboo YEARBOOKS Visit picabooyearbooks.com for more yearbook tips and resources.

PYB ED SERIES

PYB YEARBOOK GLOSSARY

PYB EDUCATIONAL SERIES

ACCOUNT MANAGER Your Picaboo Yearbooks sales representative.

APP PYB's web-based application used to create a yearbook. It performs best in Chrome or Firefox.

BIRD'S EYE VIEW In the PYB App, this blue button allows you to see all **Sections** of the yearbook at a glance and easily add, remove and move pages within a section.

BLEED LINE A red line that represents the outside of the page area that will be trimmed off during the manufacturing process. Words and objects should stay clear of this area unless they are intended to be trimmed as part of a specific design element.

BLEED PHOTO A photo that intentionally crosses the **Bleed Line** and extends off the page or across the gutter.

BOOK SIZE The size of your book (in inches) after it has been trimmed. PYB offers 8½x11 and 9x12. Once you select your size and begin designing pages, it cannot be changed.

BULK SHIPPING Refers to yearbooks that are shipped to one address. Bulk shipping is free for orders of 50 yearbooks or more. See also, **Immediate Order.**

CANDIDS Non-posed photos. Subjects are generally looking away from the camera.

CAPTION The who, what, where, when, how, and why of a photo. The first sentence is in the present tense and describes the action. Secondary sentences, in past tense, provide supporting information. Also called a cutline.

CROP ZONE Similar to the **Bleed Line**, it is the yellow area on the outside of the page to show what will likely be trimmed during the manufacturing process. Words and objects should stay clear of this area as they will be trimmed off during the production process.

COLOPHON An inscription in the back of the yearbook which states printing specifications such as price, number of copies printed, colors used, type, cover design, workshops staff attended, photography studios and awards won by the previous year's book.

COLUMN DESIGN Dividing the double page spread into a number of equal divisions, such as four, five, six, etc. Pictures, headlines, copy, and captions are then designed to fit within the designated column design.

COPY Text on the page — specifically the story. A story may also be referred to as body copy.

COVERAGE Refers to the topics featured on individual pages or spreads and how those topics are highlighted.

CROPPING Portions of a photo that are removed to improve its composition and make it proportional to layout space.

DIVIDER/DIVISION PAGE A spread used to separate each of the sections of the yearbook. It is usually theme-related in design and the copy ties the main theme to the upcoming section.

DOMINANT PHOTO The largest photo on the page. It is traditionally two to three times larger than any other element on the page.

DPI Abbreviation for dots per inch which is a printing term for **Image Resolution.** The higher the DPI, the higher the resolution of the resulting image. For viewing images on a computer screen, you only need 72 DPI. For offset printing the image must be set to 300 DPI at the desired print size. Digital printing will allow for quality printing of images from 180 to 360 DPI at the desired print size. Also referred to as PPI (pixels per inch) when referring to computer monitor resolution.

ENDSHEET A heavy paper that secures the pages of the yearbook to the hard cover. Soft cover books do not have endsheets.

EXTERNAL MARGIN The white space around the outside of the spread which is typically the same on every spread.

eYEARBOOK A digital yearbook that is compatible with PC, Mac and tablets such as the iPad and Kindle. PYB currently offers this option for free, but the adviser can choose to set a price for this option in the storefront set-up.

EYELINE An imaginary horizontal line which runs across two facing pages (should fall near the center) that guides the reader's eye.

FILE FORMAT The way an image is saved to a digital camera's memory. JPG, TIFF and RAW are the most common file formats found in digital cameras. The PYB App will accept uploads are JPG and PNG.

FOLIO The page numbers, traditionally placed at the bottom left and right of the spread. The folio sometimes includes the topic of a spread and a theme-related font or graphic.

GLOSSY FINISH A shiny lamination used on the cover.

GRAPHIC ELEMENTS Refers to colors, white space, rule lines, shapes and special type treatments.

GUTTER The center of the spread, highlighted in yellow, where the two pages meet. Words and important elements should stay clear of this area.

HARD COVER A glossy or matte laminated 1.5 mm cover stretched over a 2.5mm acid-free binder's board.

HEADBAND A band sewed or glued to the head or tail of the back of a hard cover book, or to both, often to protect and strengthen the binding but sometimes for decoration.

HEADLINE A line of type used to pull the reader into the story. It introduces the topic and serves as the main visual point of interest on the spread.

IMAGE RESOLUTION The amount of technical detail an image holds. In printing, it is measured by dots per inch (see **DPI**). Higher resolution means more image detail. Less resolution means less detail and will lead to fuzzy or pixelated images. In the PYB app, "low res" images result in a warning symbol (orange triangle) and should not be ignored. The image should either be made smaller on the page or replaced by a "hi res" photo of 300 DPI or more.

IMMEDIATE ORDER Once the initial bulk order has been placed, the adviser has the option to change the **Storefront** to allow students and parents to order additional copies of the yearbook. These orders will be fulfilled immediately and mailed to the individual; shipping charges will apply.

INFOGRAPHIC Facts, statistics and survey results presented in graphic form such as charts and graphs.

INTERNAL MARGIN The spacing (traditionally a **Pica**) between each element on a spread.

LADDER DIAGRAM A page by page topical outline of what goes where in the yearbook. It is used by the adviser and staff to stay organized and is a great place to note who has been assigned to complete each page. In the PYB App, the ladder allows the user to designated sections.

LAYOUT The design of a spread, placement of photos, etc. In the PYB App, the Layout Button is used to select a pre-designed template.

MATTE FINISH A non-shiny lamination on the cover.

MEDIA TRAY The horizontal tray at the bottom of the PYB App. It displays either imported photos or the pages of the section you are working on. It also allows you to delete

THEME DEVELOPMENT

PYB EDUCATIONAL SERIES

YEARBOOK THEME: While not the most important part of a yearbook, the theme helps tell the story of the year, unifies the book and gives it a plan. The theme should be unique to the specific school in that particular year.

WHERE DOES THE THEME BELONG?

Cover
Endsheets
Title Page
Opening
Dividers
Closing
Folios
Sidebars

TYPES OF THEMES

Mascot/School Colors	A **Tiger**'s Tale, Grin & **Bear** It, Seeing **Red**, Out of the **Blue**
Anniversary/Event	Pure Gold (50th Anniversary), A**TEN**tion
School Name/Initials	Central Time, y**OU**r year, **B** All You Can **B**, Remember Wynne
Conceptual	Blink, Spark, Imagine, Icon, Synergy
Location	Down the Road, It's **ON**(tario), This Side of the Tracks
Situational	Uniformly Different, East Meets West, Breaking Ground
Play on Words	This Time, Subject to Change, Same Difference

Pro-tip: Keep a Book of Idioms handy as you brainstorm theme and section title ideas.

WORK IT!

Use visual and verbal identifiers to tie your theme concept together

Organizations: _____

Sports: _____

Visual Elements: _____

Color Scheme: _____

Fonts: _____

THEME DEVELOPMENT CHECK LIST

- ❑ Is your theme recognizable?
- ❑ Is your theme repeatable?
- ❑ Does your theme make sense?
- ❑ Does your theme have meaning?
- ❑ Does your theme have appeal?

THINGS TO AVOID WHEN DEVELOPING A THEME

- Don't copy a theme from the school down the road.
- Don't use slang, movie, magazine or television titles that might be outdated by publication time.
- Avoid cliches.
- Don't use copyrighted materials. The legal concerns usually aren't worth the trouble.
- Don't overdo it. Your theme does not belong on every page of the yearbook.

picaboo YEARBOOKS Visit picabooyearbooks.com for more yearbook tips and resources.

Topics include: Yearbook Vocabulary, Photography, Design, Theme Development, Writing, Budgeting and more!

MONEY MATTERS

Did anyone tell you there would be math involved? Don't worry, our **no debt** and no **minimum order** programs will minimize the amount of budgeting needed on your end, and the cost of your yearbook will always been shown at the top of your project window.

LET US HELP

Ask your Account Manager or PYB about our collection of posters, flyers and other helpful tools available from PYB.

ADVERTISING

Some schools opt to sell advertising space in the back of their yearbook. Whether you target local businesses or sentimental parents who want to send their student off in style, selling advertising space is your opportunity to supplement the cost of the yearbook or even funds for computers, cameras, printers, journalism organization membership fees, field trips, etc.

Types of Yearbook Ads

- Business ads - purchased by local businesses and community supporters (don't forget to ask state and local colleges, universities and vocational schools)
- Organizational ads - purchased by churches, civic or fraternal organizations and usually feature a photo of student members.
- Professional ads - purchased Doctors, Dentists or Lawyers (don't forget to sell them a yearbook to display in their reception/waiting area)
- Personal ads - purchased parents, relatives or groups of friends

If you decide to sell advertising, there are a number of pre-designed ad layouts available in our web app. Standard sizes are 1/8 (business card), 1/4, half page and full page.

Pro-Tip: Ask your local newspaper and radio stations to trade ad space. They will get the chance to show their civic support while your yearbook can enjoy the promotional benefits.

MARKETING YOUR YEARBOOK SALE

- **Start early!** Set up a table at Open House and take orders before parents start emptying their wallets on supplies and new school clothes.
- Email parents (Link shortened URL) to school website
- Make regular announcements over the PA system or utilize your school's video-taller system.
- Hang posters, banners and send home flyers.
- Use incentives such as a special signing party only for students who purchase a yearbook.

picaboo YEARBOOKS Visit picabooyearbooks.com for more yearbook tips and resources.

SOCIAL MEDIA

Utilize social media to promote your yearbook sale. This is one of those tasks you can easily delegate, so let someone else do the talking!

- **Generate interest** by asking questions. Create polls and use the results in fun statistics in your yearbook.
- **Post teaser photos**—that is quizzes and tweets that include photos receive 30% more feedback than those that don't.
- **Tag your pals.** Whether it's the photographer or the people in the photo, tagging will generate more hits on social media feeds.
- **Make a commercial.** Post it to YouTube and watch it go viral. Or, re-interest the yearbook videos and enjoy the entertainment. Your video doesn't have to be professional quality — use your smartphone.
- **Ask for shares and re/tweets.** Why keep it to yourself when others can help you generate your yearbook sale with the click of a button?

WRITING: HEADLINES

PYB EDUCATIONAL SERIES

1 BRAINSTORM
Make a list of words and phrases that come to mind when you think of the topic of the spread or story.

2 BE CLEVER
Use wordplay and idioms to make your headline fun and attention-grabbing.

Select the best idea as your primary headline:

3 MIX IT UP
List a few things that made the story topic unique to this year.

4 BE DESCRIPTIVE
Use distinct facts about this year to create a thoughtful sub-headline.

Select the best idea as your sub-headline:

5 HEADLINE CHECKLIST
Check your work against the criteria below.

- ❑ Do the headlines give the reader a sense of the story content?
- ❑ Has an action verb been used?
- ❑ Are the headlines specific to this school year?
- ❑ Have unnecessary words been removed (the, an, a & and?)

6 DESIGN IN MIND
Create a dynamic headline and sub-headline design treatment on the back of this page.

SAMPLE HEADLINE STYLES

SENTENCE STYLE
Creative headline here

UP STYLE
Creative Headline Here

SMALL CAPS
Creative Headline Here

LOWERCASE
creative headline here

THICK/THIN
creative**headline**here

LIGHT/DARK
creativeheadlinehere

SAMPLE HEADLINE PACKAGES

primaryheadline
the sub-headline looks nice here

a **wicket** is two or more lines of a sub-headline stacked above the primary headline
primaryheadline

a **slider** is a very fine subhead above the headline
PRIMARYHEADLINE

PRIMARY a **tripod** is a sub-head on the side of the headline

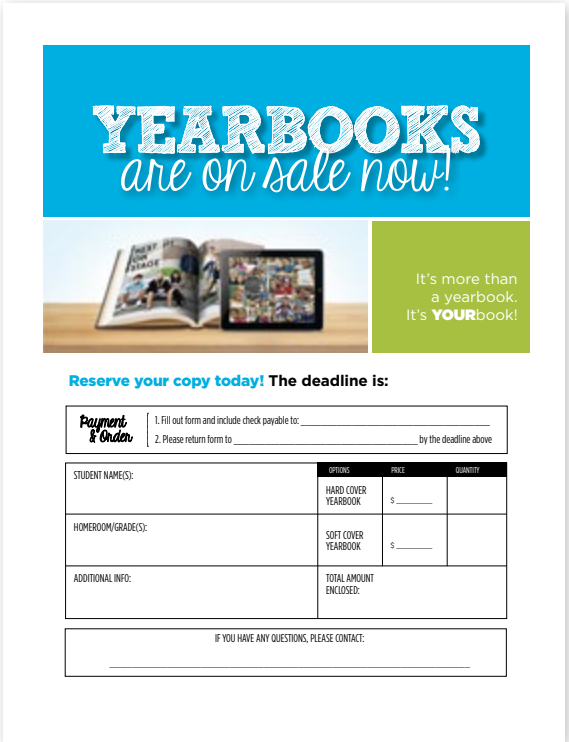
primaryheadline
a **road-out** is two lines of sub-head stacked below a primary headline

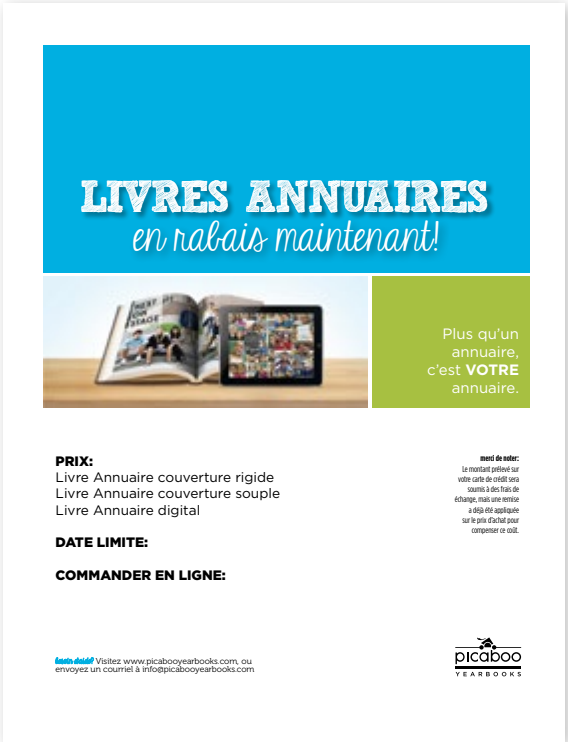
PRIMARY
HEADLINE
a **hammer headline** features one or more lines of primary headline above one or more lines of a sub-headline

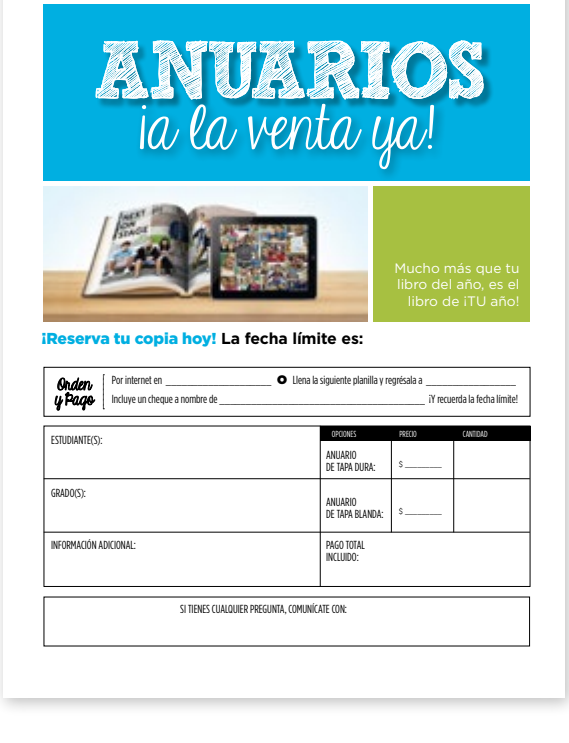
REVERSE HEADLINE
white text on a dark background is called **reverse type**

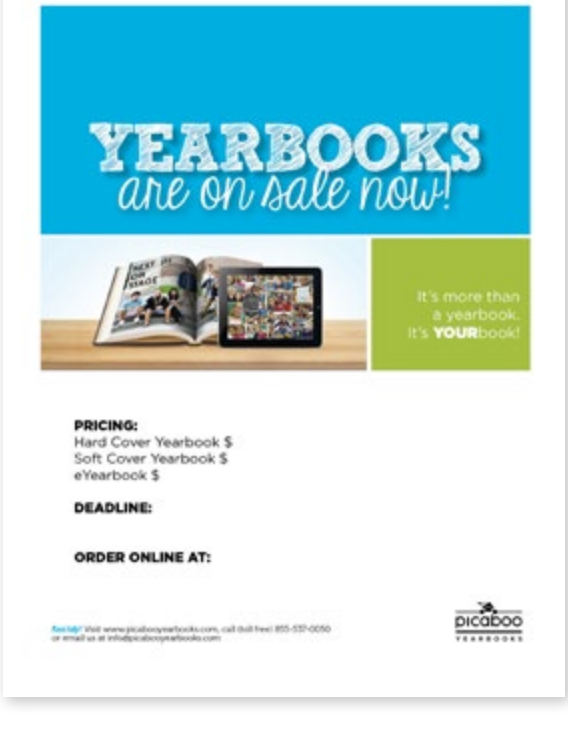
Tools

Whether you sell your yearbooks online, in school or both, Picaboo offers a variety of materials to help you sell your yearbook. Here is a sampling of available posters to help advertise your yearbook in school. Flyers and 11x17 posters are available for download at picabooyearbooks.com/downloads. Please contact your Account Manager for more information.

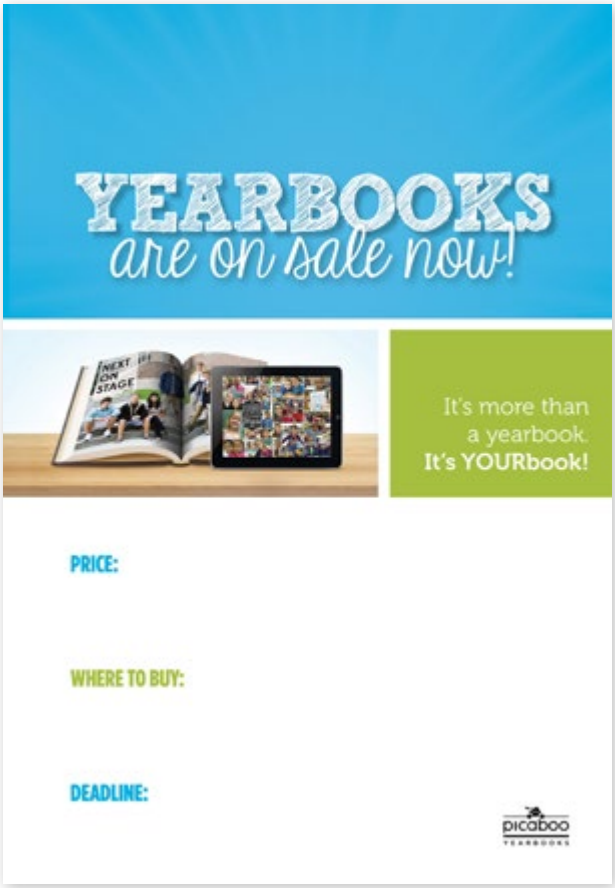



LIVRES ANNUAIRES
en rabais maintenant!
Plus qu'un annuaire, c'est VOTRE annuaire.
PRIX:
Livre Annuaire couverture rigide
Livre Annuaire couverture souple
Livre Annuaire digital
DATE LIMITE:
COMMANDER EN LIGNE:
merci de noter:
Le montant prélevé sur votre carte de crédit sera soumis à des frais de échange, mais une remise a déjà été appliquée sur le prix d'achat pour compenser ce coût.
Visitez www.picabooyearbooks.com, ou envoyez un courriel à info@picabooyearbooks.com
picaboo
YEARBOOKS


ANUARIOS
¡a la venta ya!
Mucho más que tu libro del año, es el libro de ¡TU año!
¡Reserva tu copia hoy! La fecha límite es:
Orden y Pago
Por internet en _____ Llena la siguiente planilla y regrésala a _____
Incluye un cheque a nombre de _____ ¡Y recuerda la fecha límite!
ESTUDIANTE(S):
GRADO(S):
INFORMACIÓN ADICIONAL:
OPCIONES
PRECIO
CANTIDAD
ANUARIO DE TAPA DURA:
$ _____
ANUARIO DE TAPA BLANDA:
$ _____
PAGO TOTAL INCLUIDO:
SI TIENES CUALQUIER PREGUNTA, COMUNÍCATE CON:



MARKET YOUR YEARBOOK



FLYERS, POSTERS, YARD SIGNS, T-SHIRTS, WEB BUTTONS & MORE!

Tools

TOPIC

ASSIGNED TO

❑ 1

❑ 2

❑ 3

❑ 4

❑ 5

❑ 6

❑ 7

❑ 8

❑ 9

❑ 10

❑ 11

❑ 12

❑ 13

❑ 14

❑ 15

❑ 16

❑ 17

❑ 18

❑ 19

❑ 20

❑ 21

❑ 22

❑ 23

❑ 24

❑ 25

❑ 26

❑ 27

❑ 28

❑ 29

❑ 30

❑ 31

❑ 32

❑ 33

❑ 34

❑ 35

❑ 36

❑ 37

❑ 38

❑ 39

❑ 40

❑ 41

❑ 42

❑ 43

❑ 44

❑ 45

❑ 46

❑ 47

❑ 48

❑ 49

❑ 50

LEFT HAND PAGE

RIGHT HAND PAGE

YEARBOOK LADDER DIAGRAM

Pro Tip: Download a copy of this ladder diagram or our eLadder at picabooyearbooks.com/downloadss. Have more than 200 pages? The PDF and eLadder version go up to 400 pages.

TOPIC	ASSIGNED TO		
		❑ 51	
	❑ 52	❑ 53	
	❑ 54	❑ 55	
	❑ 56	❑ 57	
	❑ 58	❑ 59	
	❑ 60	❑ 61	
	❑ 62	❑ 63	
	❑ 64	❑ 65	
	❑ 66	❑ 67	
	❑ 68	❑ 69	
	❑ 70	❑ 71	
	❑ 72	❑ 73	
	❑ 74	❑ 75	
	❑ 76	❑ 77	
	❑ 78	❑ 79	
	❑ 80	❑ 81	
	❑ 82	❑ 83	
	❑ 84	❑ 85	
	❑ 86	❑ 87	
	❑ 88	❑ 89	
	❑ 90	❑ 91	
	❑ 92	❑ 93	
	❑ 94	❑ 95	
	❑ 96	❑ 97	
	❑ 98	❑ 99	
	❑ 100		

LEFT HAND PAGE

RIGHT HAND PAGE

Tools

TOPIC

ASSIGNED TO

- ❑ 101
- ❑ 102
- ❑ 103
- ❑ 104
- ❑ 105
- ❑ 106
- ❑ 107
- ❑ 108
- ❑ 109
- ❑ 110
- ❑ 110
- ❑ 112
- ❑ 113
- ❑ 114
- ❑ 115
- ❑ 116
- ❑ 117
- ❑ 118
- ❑ 119
- ❑ 120
- ❑ 121
- ❑ 122
- ❑ 123
- ❑ 124
- ❑ 125
- ❑ 126
- ❑ 127
- ❑ 128
- ❑ 129
- ❑ 130
- ❑ 131
- ❑ 132
- ❑ 133
- ❑ 134
- ❑ 135
- ❑ 136
- ❑ 137
- ❑ 138
- ❑ 139
- ❑ 140
- ❑ 141
- ❑ 142
- ❑ 143
- ❑ 144
- ❑ 145
- ❑ 146
- ❑ 147
- ❑ 148
- ❑ 149
- ❑ 150

❑ 151

❑ 152 ❑ 153

❑ 154 ❑ 155

❑ 156 ❑ 157

❑ 158 ❑ 159

❑ 160 ❑ 161

❑ 162 ❑ 163

❑ 164 ❑ 165

❑ 166 ❑ 167

❑ 168 ❑ 169

❑ 170 ❑ 171

❑ 172 ❑ 173

❑ 174 ❑ 175

❑ 176 ❑ 177

❑ 178 ❑ 179

❑ 180 ❑ 181

❑ 182 ❑ 183

❑ 184 ❑ 185

❑ 186 ❑ 187

❑ 188 ❑ 189

❑ 190 ❑ 191

❑ 192 ❑ 193

❑ 194 ❑ 195

❑ 196 ❑ 197

❑ 198 ❑ 199

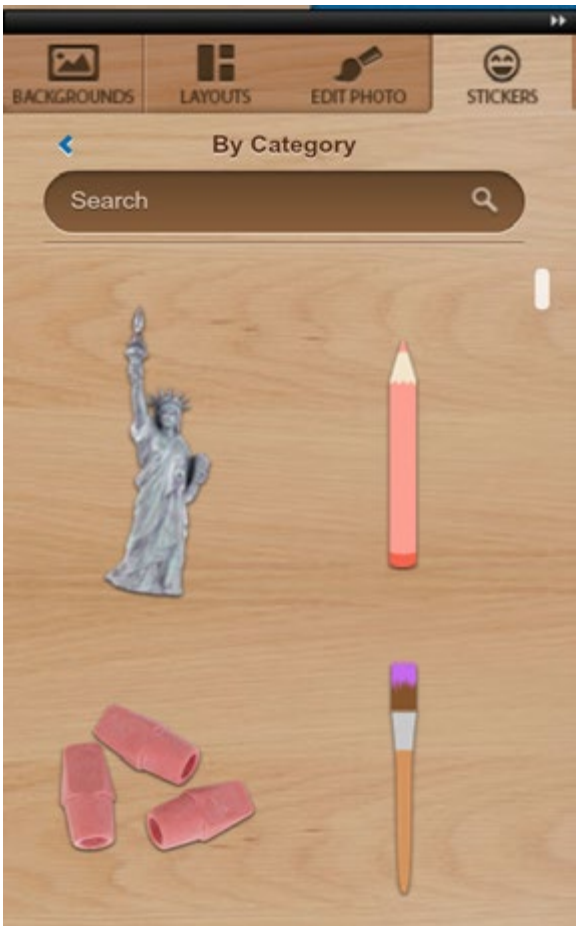
❑ 200

LEFT HAND PAGE

RIGHT HAND PAGE

Stickers

Stickers are embellishments you can add to decorate a page. Click on the Stickers button to access thousands of options.



Just like backgrounds, you can either search for stickers by keyword or browse by category. You can also add your own stickers by uploading them into the **My Artwork** image area. They will appear under the **My Stickers** category. **Simply drag and drop stickers onto your layout to dress it up.**

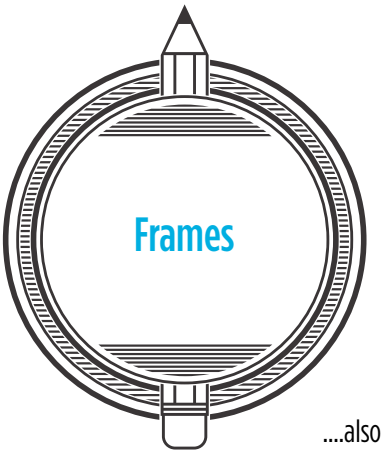
Our most popular keyword searches

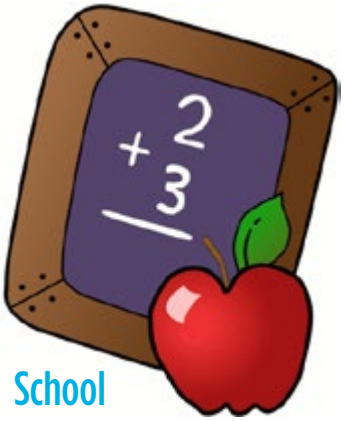
Sports

Office

Holiday

Shapes & Symbols


Frames



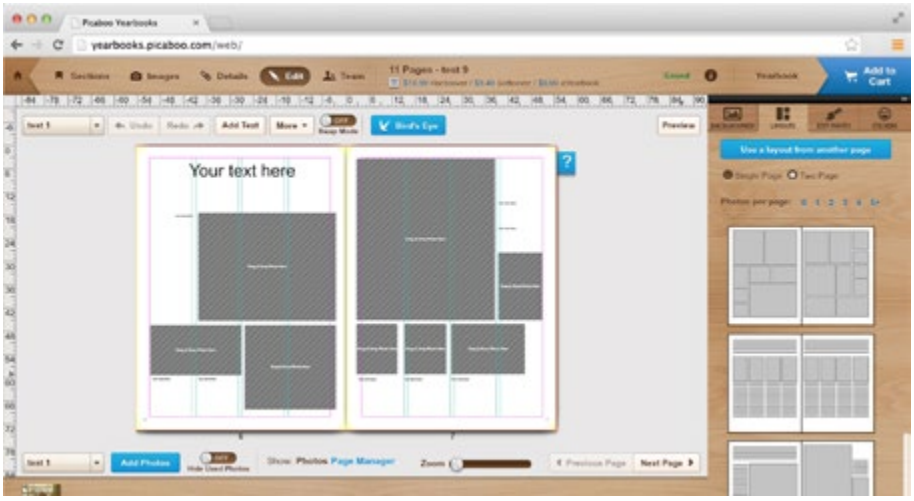
School

....also search **borders** for some fun page embellishments.

Mascots

We have added a large number of school mascots to our sticker collection. Search by keyword or search **mascots** to view them all.

Layouts



There are a number of single page and double page pre-designed layouts available for you to use. They can be used as is or altered to meet the needs of your individual yearbook design. Click on the design of your choice and it will appear in your layout window and will be ready for you to customize.

If you select a single page design, a window will appear asking if you want the design applied to the left or the right. You can mix and match layouts to create double page spreads. There are also single page designs specially designed to accommodate title pages, portrait pages and advertising pages.

Warning! If you decide to select a different layout, any previously placed photos or text may be moved or deleted. If you want to experiment with a new layout without committing to it, we recommend doing so on another page. You can always move the layout later if you decide to use it.

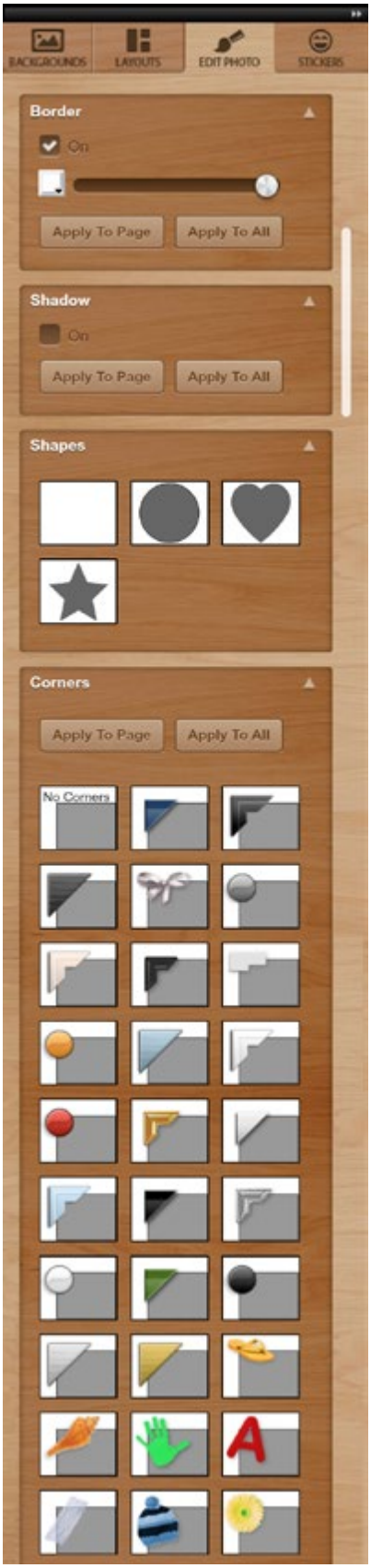
Once you have replaced the placeholder boxes with your photo selections (by dragging and dropping them from the media tray beneath the layout), you can embellish your layouts with these fun effects:

BORDER Check the border box to add a line around your photo box. You can change the size and color and then, if you choose, apply the selection to the page or entire project.

SHADOW The shadow function allows you to add a 3D look to your photo box.

SHAPES To change the shape of a photo box, select either the circle, heart or star icon.

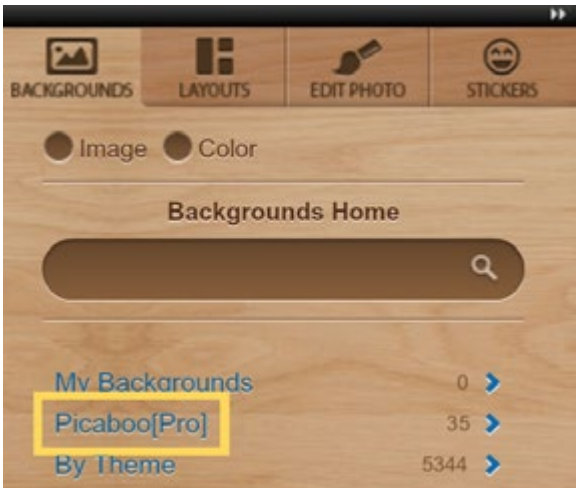
CORNERS Add decorative corners to your photo boxes by selecting one of the many options available. Use **Apply to Page** or **Apply to All** to make your selection uniform.



Covers

Picaboo[PRO]

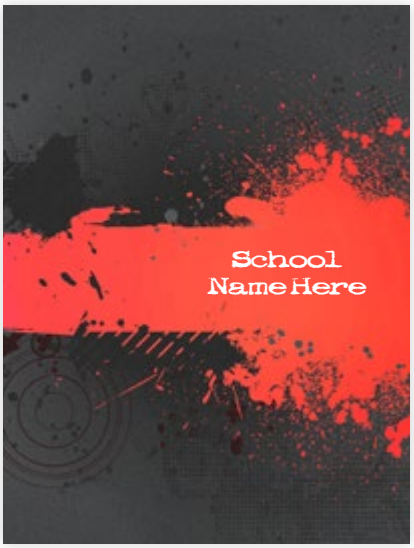
Picaboo[PRO] offers you an assortment of pre-designed cover options and graphic elements to complement your yearbook design.



To access these designs, click **Picaboo[Pro]** in the **Backgrounds** tab. You will see a large number of backgrounds that can be used alone or in conjunction with your text, photos and stickers.

See page 26 to learn more on how to use the entire Picaboo[PRO] design suite in your project.

Honeycomb



Grunge (3 color options)

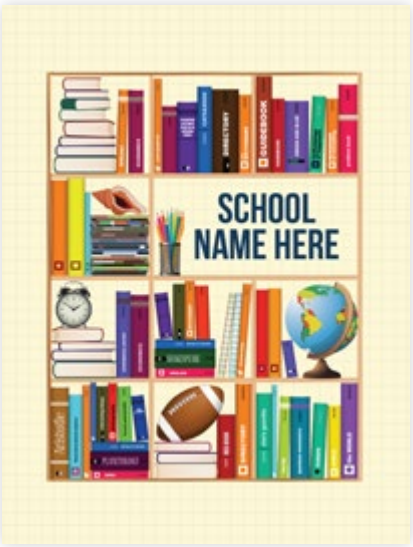
Talk (3 color options)

Sphere

Crayons

Lines

Year

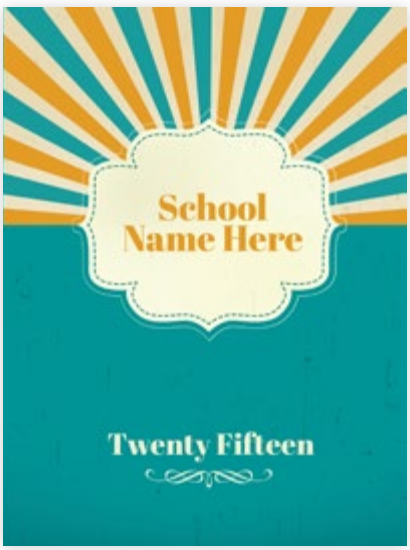


School

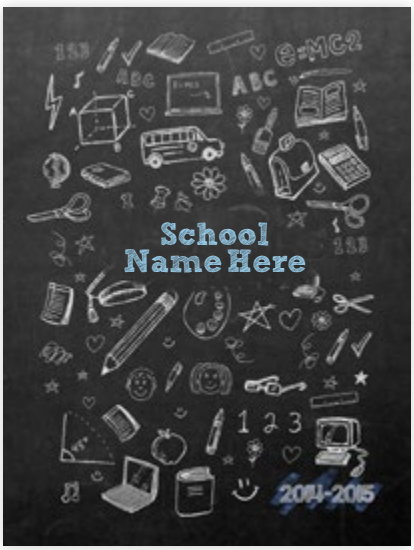
Geo (4 color options)

Artist

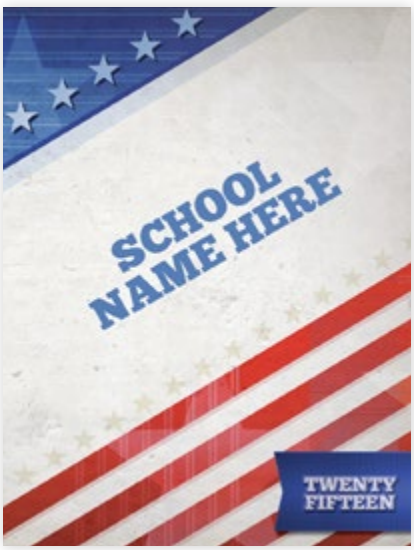
Space



Starburst



Chalkboard (4 color options)

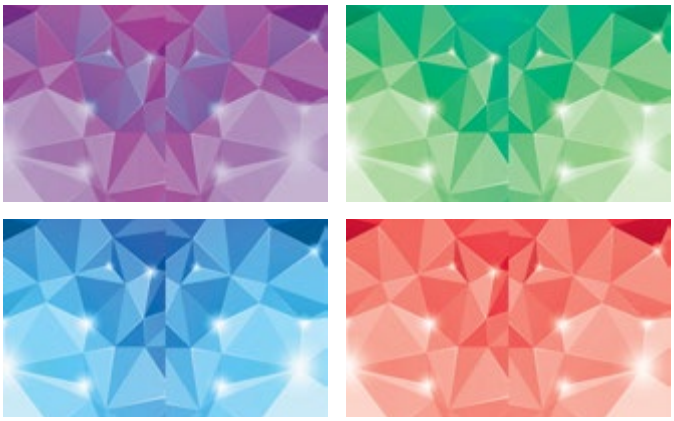


Pride

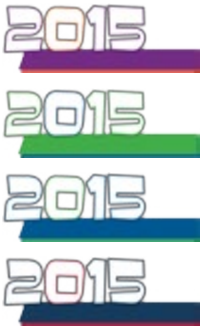
Picaboo[PRO]

Picaboo Yearbooks offers you the option of designing your own cover or choosing one of our professionally pre-designed covers. Many options are mix and match, but some are designed to work together. If you decide to use our Picaboo[PRO] options, we recommend you follow these steps.

1 **Select your background.** For the sake of this tutorial, let's assume you've chosen the Geo cover. In the **Backgrounds** field, click **Picaboo[PRO]** and select the Geo background. The Geo series has four color options. Place the color of your choice into the cover layout.



2 **Add graphics.** Next, click on the **Stickers** tab. Similar to the backgrounds, search by keyword for Picaboo[PRO] Geo. You will see four nameplates that were designed to coordinate with the Geo series. Select the desired color option and drag and drop it onto the layout area. We suggest you place the nameplate slightly off center and to the right, similar to the sample cover shown on page 23. You may opt to increase or decrease the size of the nameplate with the **Zoom Photo** slider or apply a drop shadow.



3 **Add your school name.** Draw a text box and type your school name. Because the school name area is dark, we highly recommend you use white type for best results.

4

Add your personal touch. By now, your cover should look similar to the graphic shown to the left. You may choose to use the cover as-is, or you may decide you want to get a little more creative. The back cover is a great place to add a mascot sticker, your school shield or logo, or a small series of photos. If you've chosen a theme for this year's book, you may want to add some additional text to the cover.

5 If you need help at any point in the cover process, contact your YSS. When you are finished with your design, we highly recommend you let your YSS know so he or she can log in and make sure all of your elements are within all of the margins and that your graphics will print clearly.

Fonts

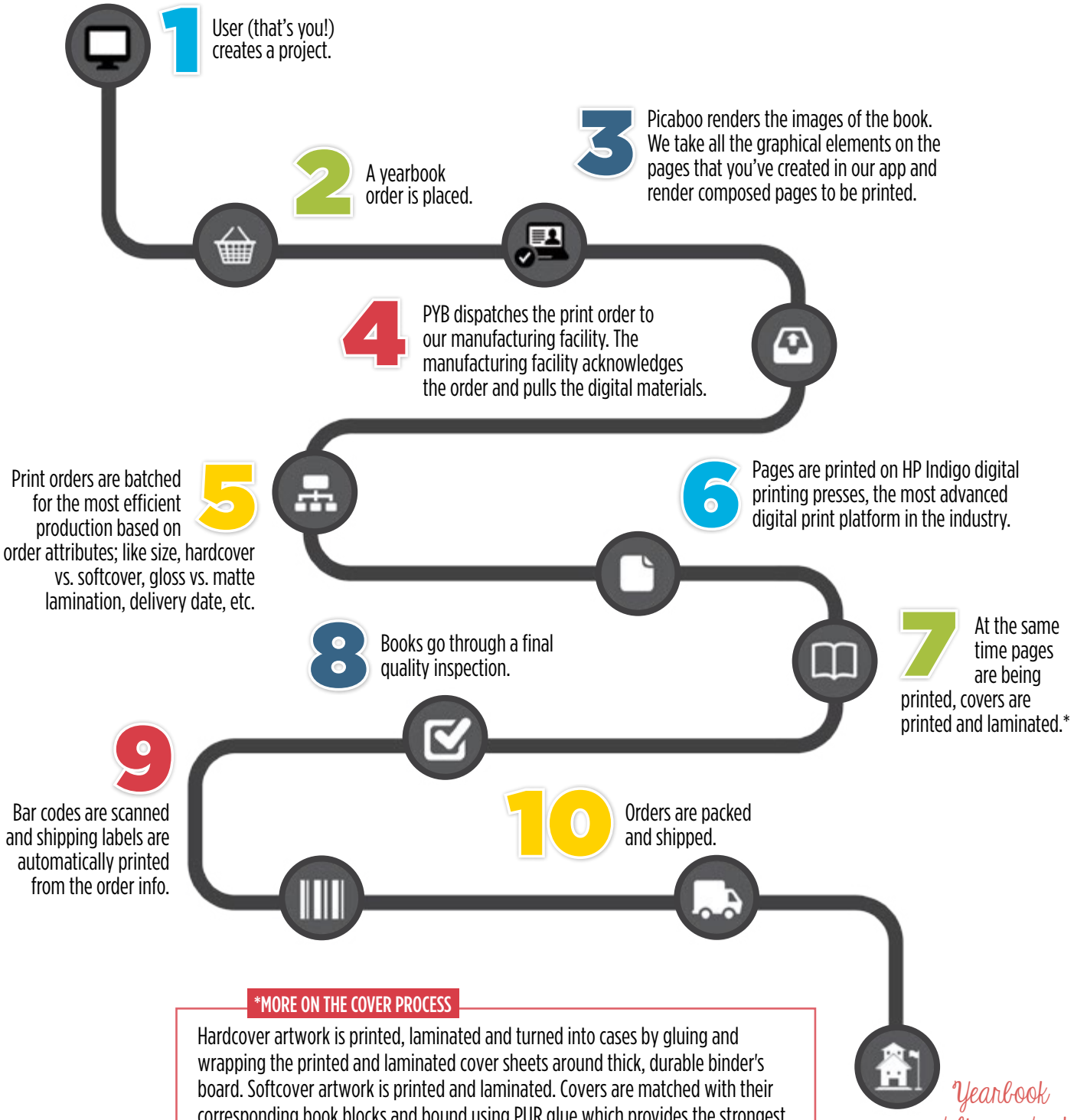
FONT SELECTIONS

Our yearbook app offers more than 100 font options. From cover design to captions and headlines, we've got a number of options to meet your needs.

Abril Fatface
Air
Alba
All Things New
Aller
Aller Bold
Aller Italic
Amaze
Amaze Bold
Amaze Italic
Andrew Script
Arial
Arial Bold
Arial Italic
Augie
Aurulent Sans
Aurulent Sans Bold
Aurulent Sans Italic
Ballpark
BEBAS
BEBAS NEUE
Bitstream Vera Sans
Bitstream Vera Sans Bold
Bitstream Vera Sans Italic
Blackjack
Bonveno CF
Boring Boron
BrockScript
Cantarell
Cantarell Bold
Cantarell Italic
Carolyna Pro Black
CartoGothic
CartoGothic Bold
CartoGothic Italic
Caviar Dreams
Caviar Dreams Bold
Caviar Dreams Italic
ChanticleerRoman
Charis SIL
Charis SIL Bold
Charis SIL Italic
ChunkFive
Colaborate
Comfortaa
Cookies
Daniel
Dart Regular
Davis
Disco
DRACULA
Droid Sans
Droid Sans Bold
English
Existence Light
FeltPen
Futura
Gentium
Gentium Italic
geodesie
GoodDog
Goodfish
GRAFFITI
Helvetica Neue
Helvetica Neue Bold
Helvetica Neue Italic
Helvetica Neue Light
Hockey is Life
Hyena
j.d.
JackInput
Japanese Brush
Jester Regular
Journal
Junkos Typwriter
Lane
Learning Curve
Lobster
Luxi Sans
Luxi Sans Bold
Luxi Sans Italic
Marketing Script
Melanie
Mido
MOLOT
MONKEY CHUNKS
NEORETRODRAW
Notepad Regular
Old Typefaces
PINCUSHION BLOCK
pookie
PRINCETOWN
PT Sans
PT Sans Bold
PT Sans Italic
Quicksand
Quicksand Bold
Quicksand Italic
Radiohead
Riesling
Robot Teacher
RomanSerif
RomanSerif Italic
Saffron Too
Sandra Regular
Sansation
Sketch Block
Stencilla-A
Surface
Teenage Girl
Times New Roman
Times New Roman Bold
Times New Roman Italic
Titillium Text
Tory Headache
TURKEY SANDWICH
ubuntu-title
UglyQua
UglyQua Italic
Verdana
Verdana Bold
Verdana Italic
Vingy Normal
Walkway
Webster
Yanone Kaffeesatz

Now what?

Ever wonder what happens after you submit your yearbook? Below is a basic outline of PYB's unique production process. Please note that this is just a summary. A lot of time and care is put into each yearbook we deliver to your door, including a quality control audit performed by trained auditors at each step of the way.


1
User (that's you!) creates a project.
2
A yearbook order is placed.
3
Picaboo renders the images of the book. We take all the graphical elements on the pages that you've created in our app and render composed pages to be printed.
4
PYB dispatches the print order to our manufacturing facility. The manufacturing facility acknowledges the order and pulls the digital materials.
5
Print orders are batched for the most efficient production based on order attributes; like size, hardcover vs. softcover, gloss vs. matte lamination, delivery date, etc.
6
Pages are printed on HP Indigo digital printing presses, the most advanced digital print platform in the industry.
7
At the same time pages are being printed, covers are printed and laminated.*
8
Books go through a final quality inspection.
9
Bar codes are scanned and shipping labels are automatically printed from the order info.
10
Orders are packed and shipped.
Yearbook delivery day!

***MORE ON THE COVER PROCESS**

Hardcover artwork is printed, laminated and turned into cases by gluing and wrapping the printed and laminated cover sheets around thick, durable binder's board. Softcover artwork is printed and laminated. Covers are matched with their corresponding book blocks and bound using PUR glue which provides the strongest bind possible and enables a book to lay flat while open without cracking.

Not sure what to do now that you're finished?

Try some of these ideas:

- **Organize your yearbook distribution.** Select the distribution site, download and prepare distribution lists, plan a signing party, coordinate publicity, etc.
- **Create content for QR code links.** Hopefully you've used QR codes to expand your coverage of events. Make online videos and slideshows to link to the codes you placed in your yearbook.
- **Recruit next year's staff.** Remember to include teacher recommendations, staff applications and interviews to select the cream of the crop.
- **Order a critique.** Join organizations such as the National Scholastic Press Association and order a critique. Use the results to critique last year's yearbook and make notes on how to improve next year's book. Not quite ready to join? Download PYB's critique form and do a self-critique.
- **Invite guest speakers.** Have a local journalist, graphic designer or the photo editor of the local newspaper visit your class and talk about his or her work. This is a great way to inspire students to take yearbook more seriously and do their best work.
- **Write thank you notes.** Remember to include administrators, teachers, advertisers, parents, students and others who assisted the staff with the production and completion of the book.

Follow us!

We would love it if you would follow us on social media. In addtion to helpful tips and tricks, you will have exclusive access to special contests and promotions. Take a few minutes to stop by and join the conversation.

facebook.com/picabooyearbooks

instagram.com/picabooyearbooks

twitter.com/picabooyearbook

pinterest.com/picabooybks

Some fine print.

According to the Terms of Service, the User has agreed not to upload and use any content that infringes or violates the intellectual property rights or proprietary rights, rights of publicity or privacy, or other rights of any third party; violates any law, statute, ordinance or regulation; is harmful, fraudulent, deceptive, threatening, abusive, harassing, tortious, defamatory, vulgar, obscene, libelous, or otherwise objectionable. You, not Picaboo Yearbooks, remain solely responsible for all content that you upload.

Notes

Colophon

Yearbook Guidebook, Volume 1, Issue 2, was produced by the marketing department at Picaboo Yearbooks and was printed by a PYB facility on an HP Indigo Digital Press. The cover incorporates a full color design with a gloss lamination finish and was perfect bound using PUR adhesives. The book's 30 pages are printed on 100# archival-quality, FSC Certified glossy text stock. The publication is set exclusively in two font families, Gotham and KG Eyes Wide Open. Layouts were produced using Adobe InDesign CC, were exported as 300 DPI PNG files and uploaded via Picaboo Yearbooks' web app.